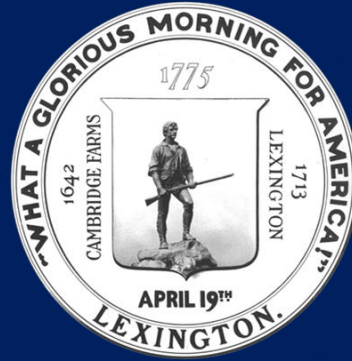


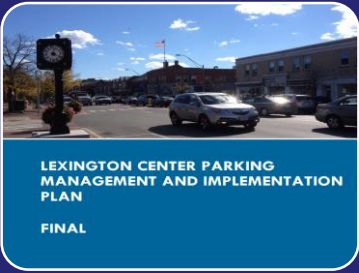
# Lexington Center

## Parking Management Update

July 25, 2016



**Presenters: Melisa Tintocalis, Claire Goodwin, David Kucharsky & Megan Zammuto**



## **Board Adopted Parking Plan - June 2014**



## **Initial Implementation - Aug 2014 to Dec. 2015**

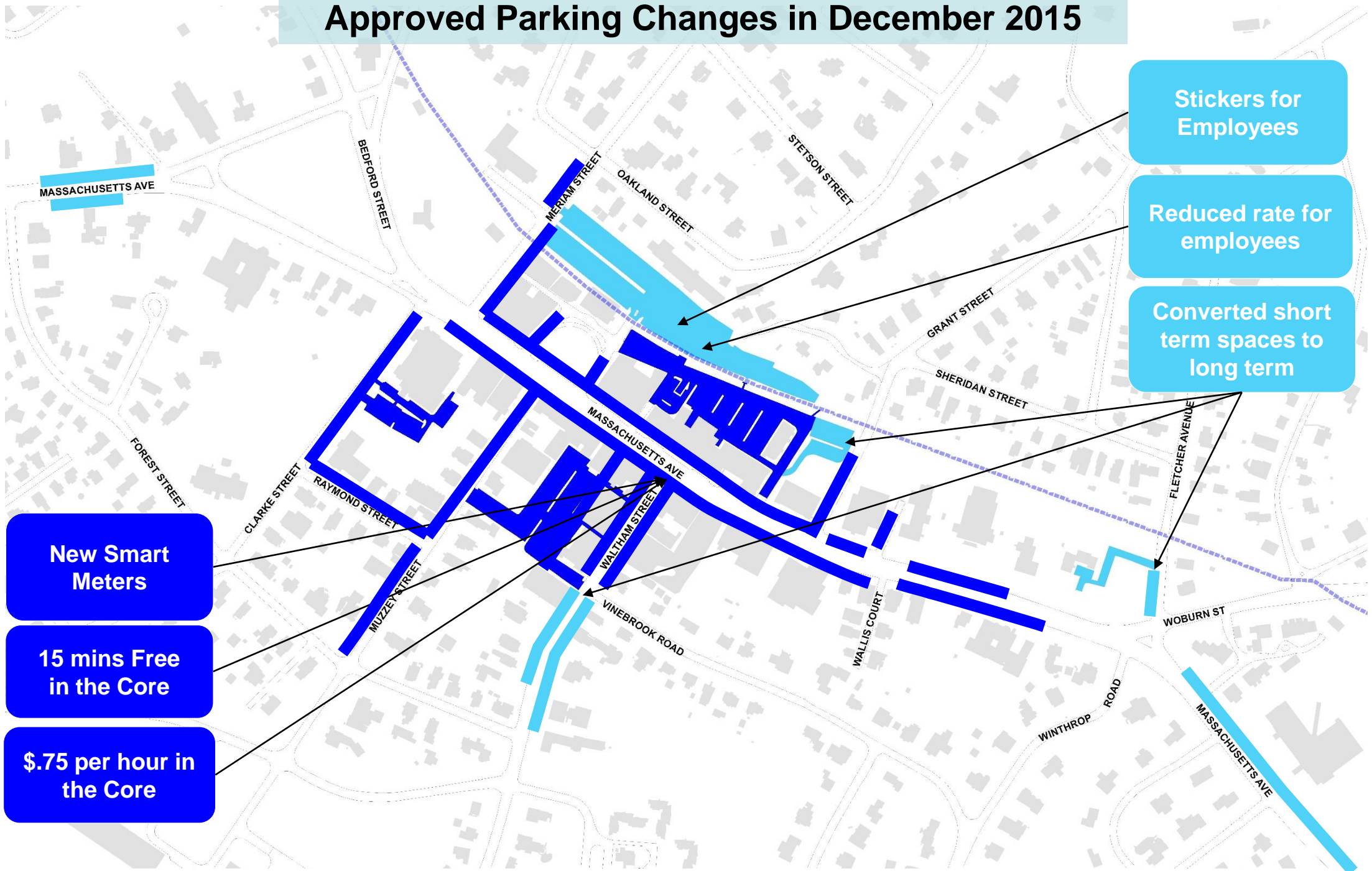


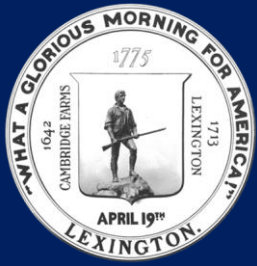
## **New Smart Meter Technology - June 2015**



## **Long & Short Term Strategies - Dec. 2015**

# Approved Parking Changes in December 2015



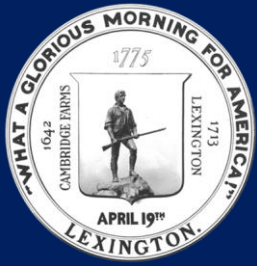


# Measuring Impacts

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1. Parking Counts
2. Employee Parking Info
3. Police Observations
4. New Meters Data
5. Survey of Businesses

**Availability Goals:**  
**10% in lots & 15% on-street**



# Initial Findings



Converted Spaces  
Being Utilized



New Meters =  
25% Credit Card Use



Improvement for  
Employees



Peak Utilization  
Range:  
11:30am-1:30pm



Police Report More  
Positivity



Still More Work  
To Be Done





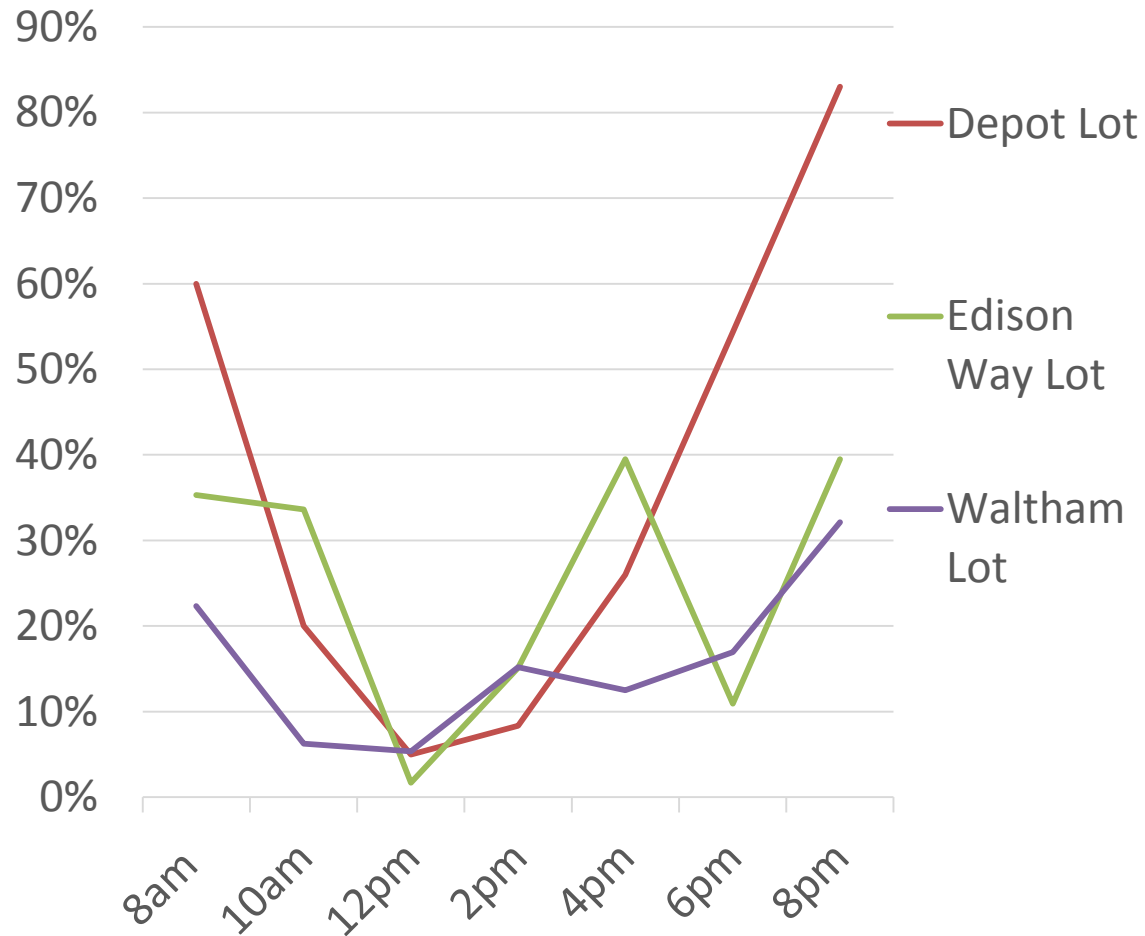
# PARKING COUNTS



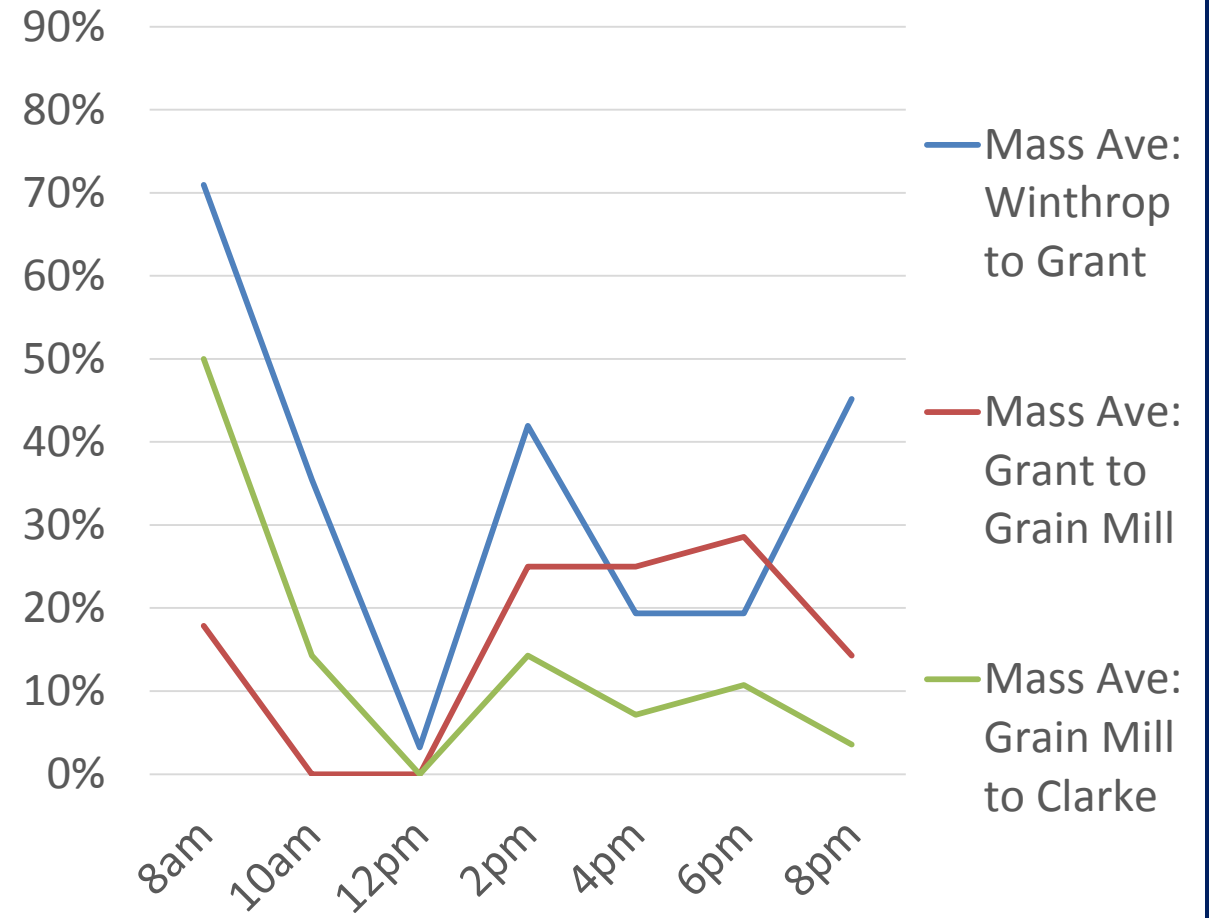
# % of Available Parking

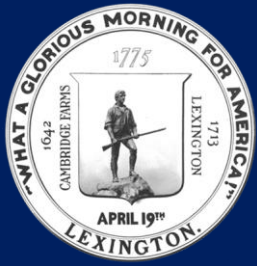
Wednesday, April 27, 2016

## Parking Lots



## Mass Ave.





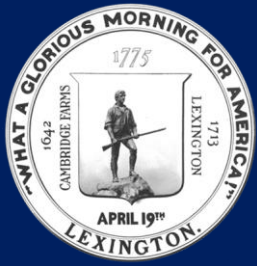
# % of Availability at Peak

## June 6-10 (M-F) - 12:00pm-1:00pm

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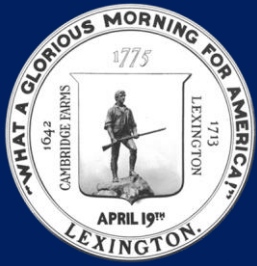
Parking Location	% Available
Depot Lot	6%
Waltham Lot	3%
Edison Way Lot	7%
Mass Ave: Winthrop to Grant	15%
Mass Ave: Grant to Grain Mill	4%
Mass Ave: Grain Mill to Clarke	7%
<b>All Center Parking</b>	<b>9%</b>





# EMPLOYEE PARKING INFO





466



Pay-As-You-Go

232



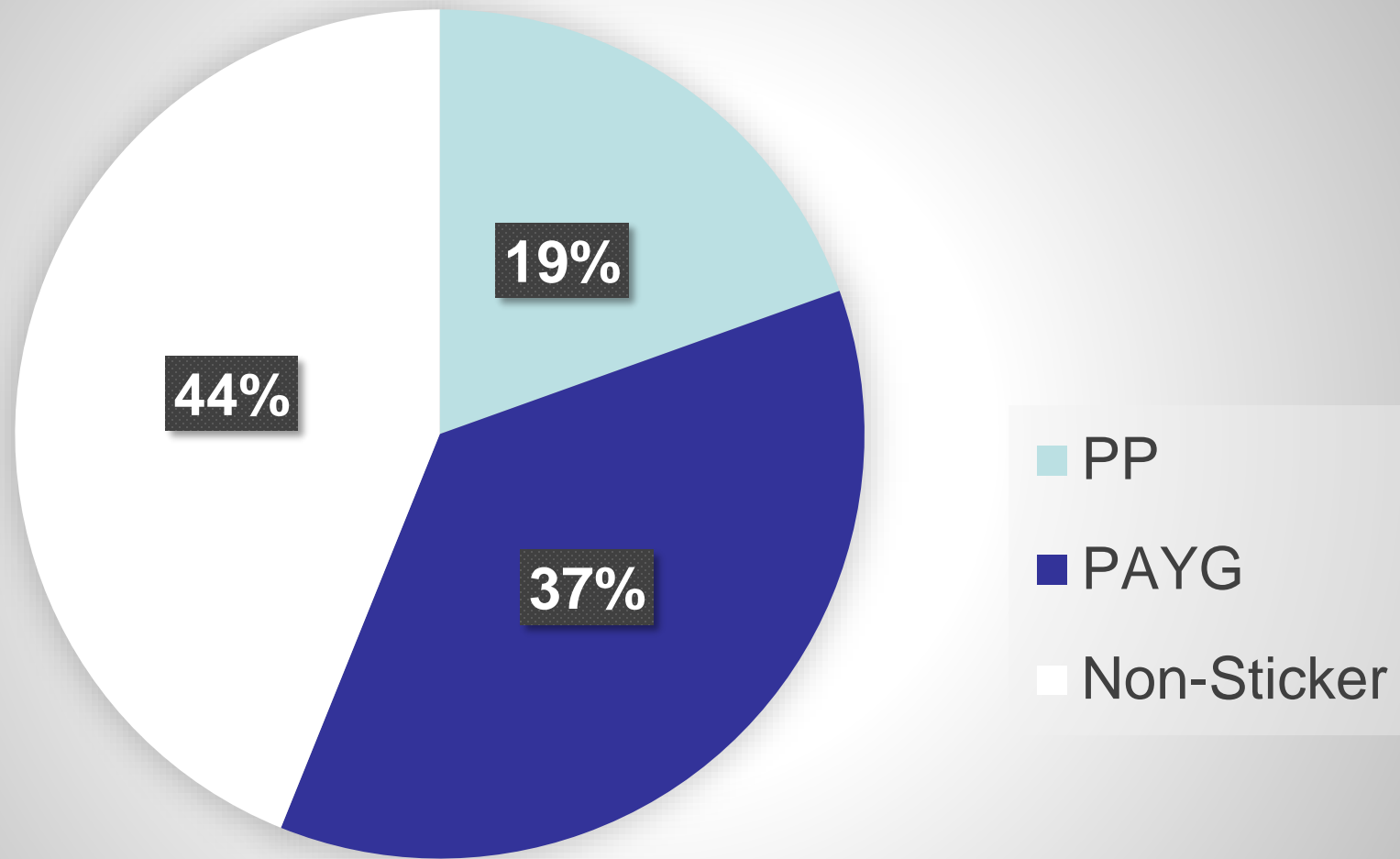
Pre-Paid

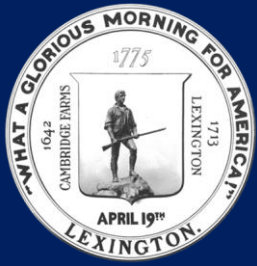
Waitlist obsolete





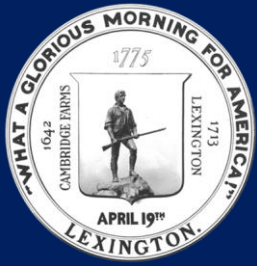
# Depot Lot Users by Type





# Parking Availability Comparisons: 2013 - 2016

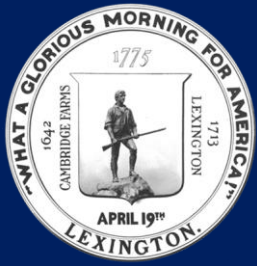
Time	Nelson Nygaard – Thursday, October, 2013	Town – Wednesday, April, 2016
<b>Waltham St: Vinebrook to Forest</b>		
<b>11:30am-12:30pm</b>	40-100%	0% (96% were PP)
<b>NStar Lot</b>		
<b>11:30am-12:30pm</b>	10-19%	0% (100% were PP)
<b>Town Hall Lot</b>		
<b>11:30am-12:30pm</b>	40%-100%	0%
<b>Depot Lot</b>		
<b>11:30am-12:30pm</b>	0-9%	5%



# Police Feedback – Sticker Program

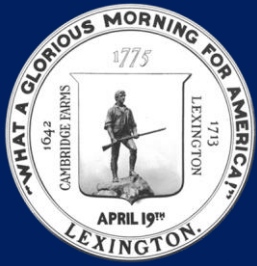
- Parking is better for customers – business owners excited
- Shop owners say employees aren't parking in front anymore
- Less stacking in Depot Lot
- Some compliance issues – Waltham Lot and others
- Should continue to maintain progress achieved





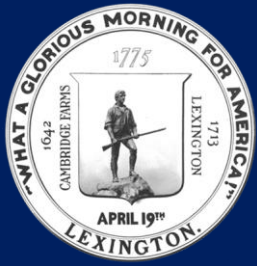
# NEW METER DATA



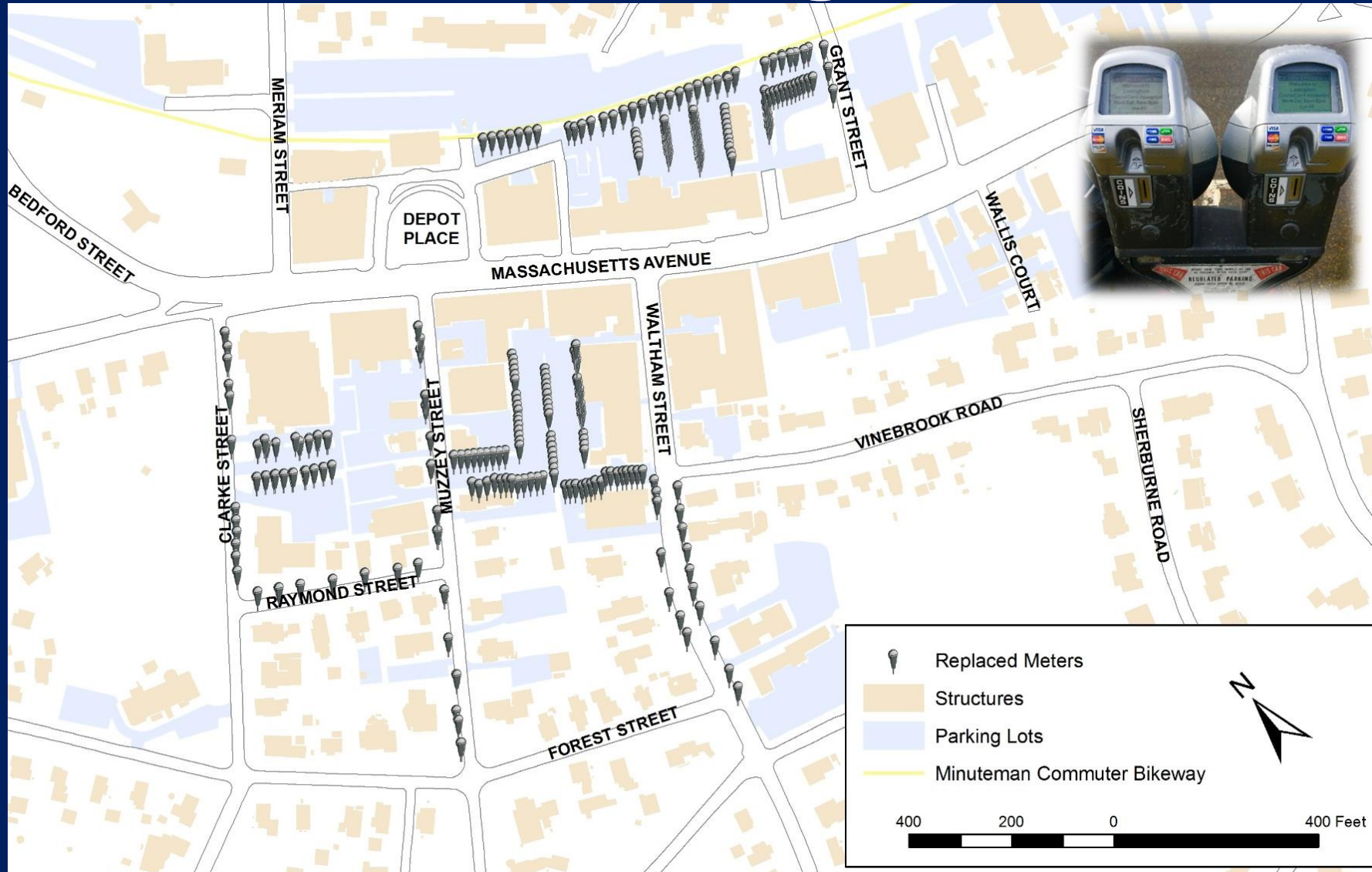


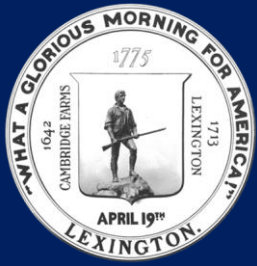
# New Meters Statistics

Statistics	March	April	May	June
% Credit Card Trans.	22%	26%	27%	26%
Average Courtesy Count/Meter/Day	1.27	1.45	1.39	1.57



# Meter Installation & Pole Heights





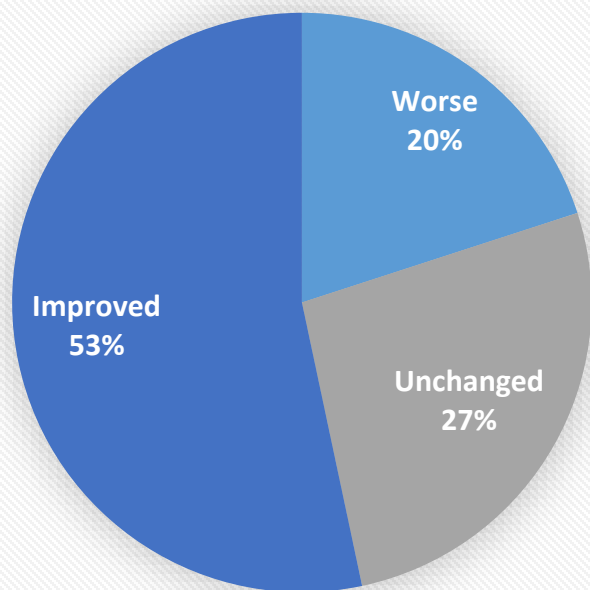
# Police Feedback – New Meters

- Can easily replace broken meters
- Alerts sent when meters are full
- More accountability in meter transactions – decreases arguments over meter violations
- Users like courtesy 15 minute option



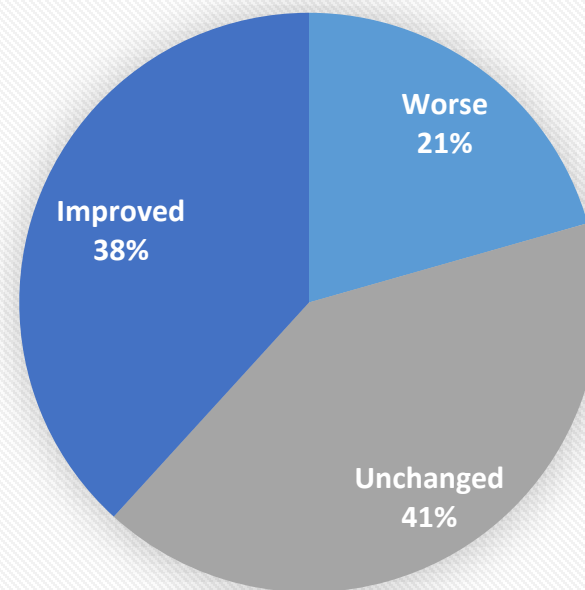
# Parking Experience Opinion Survey

## Employee Parking Experience



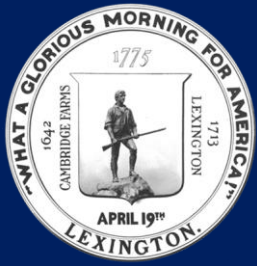
■ Worse ■ Unchanged ■ Improved

## Customer Parking Experience



■ Worse ■ Unchanged ■ Improved





# Employee Parking Experience Since March 1, 2016

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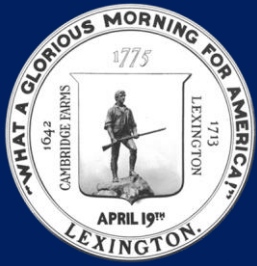
## Survey Results

“Customers and tourists seem to really appreciate their ability to use credit cards and not fumble for change. Comments on the changed price has truly been minimal and my sales staff is comfortable in explaining the reason for increase and directing to lots.”

*Kathy Fields, Crafty Yankee*

“So far, so good!” *Jim Shaw, Colonial Times Magazine*

“I think it has been a huge improvement. I think the only critical feedback I can give is that people seem to have trouble using the meters, other than that, I think it has been a positive shift. I hear less complaints from guests during lunch time.” *Chris Bateman, Lexx*



# On-Going Parking Management & Next Steps



# Massachusetts Avenue Monitoring Program

## Monitoring included:

- Deployment of Police radar feedback sign to capture westbound vehicular volumes & speeds over a one week period
- Turning Movement Counts at local intersections during peak hours (vehicles, pedestrians, cyclists)
- Parking Utilization along north-side of Massachusetts Avenue and Slocum Road during peak hours

## Monitoring occurred:

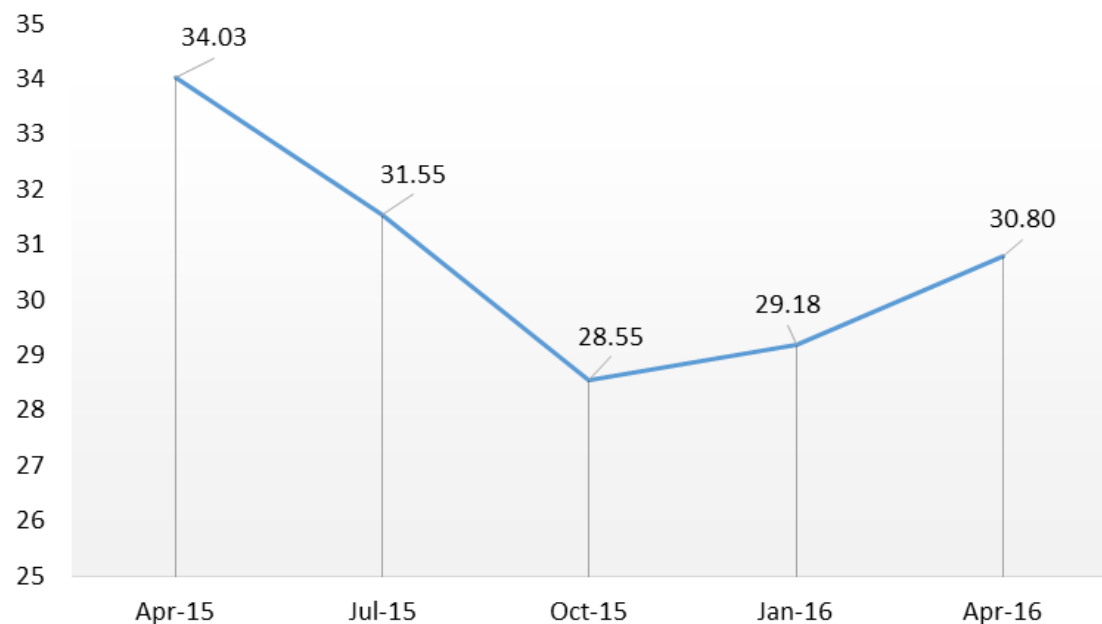
- April 2015 (prior to striping & signage removal)
- July 2015
- October 2015
- January 2016
- April 2016



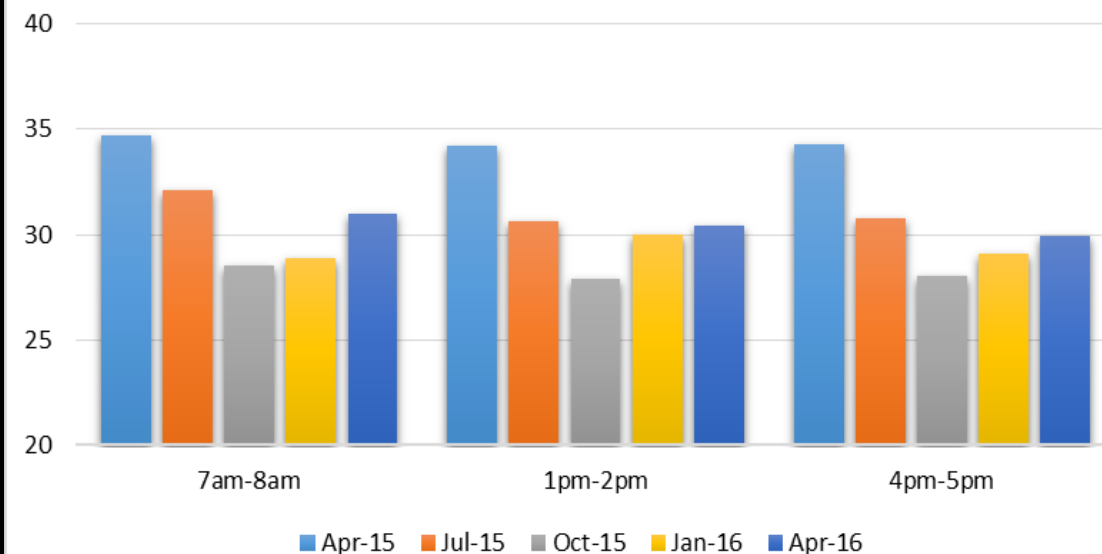


# Massachusetts Avenue Monitoring Program

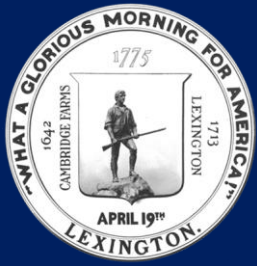
**85TH PERCENTILE SPEED**



**85TH PERCENTILE SPEED  
BY PEAK HOUR**







# Massachusetts Avenue Monitoring Program



July 2015



January 2016

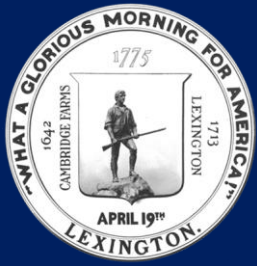


April 2016



October 2015

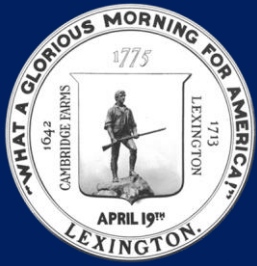




# Massachusetts Avenue Monitoring Program



Slocum Road Utilization



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# Thank you & Questions

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